Marketing & Communications Department Q&A
Agenda

• Welcome & Introductions
• Marketing & Communications Intent & Purpose
• Minimum and Above Standards of PR & Communications
• SOI Global Initiatives
• Review of Existing Marketing & Communications Resources
• Discussion About Additional Tools/Resources Needed
  ✓ What Has Proven Useful For Programs?
  ✓ Potential Topics for PR Coordinator Calls
• Q & A
Marketing & Communications
Intent & Purpose
Our Brand

Our brand is our reputation, a reputation shared by all of the programs within Special Olympics. This reputation exists in the hearts and minds of the public and our stakeholders. Our reputation is informed primarily by what we do but it is also influenced by what and how we communicate.

**Brands:**
- Are symbols
- **But are more than just logos**
- Have personality
- Have an associated story
- Are consistent
- Are experiences
- Are what we do
- Make and keep promises to constituents
- Create perceived value
- Require continuous care and support
Communication audiences

When communicating the Special Olympics brand there are broadly three main audiences: the general public, our members & supporters, and our sponsors & partners. Each of these audiences will have differing informational requirements based on their levels of sophistication and understanding of the issues we address and the work we do.

- **General public**
  
  We cannot assume that members of the general public know who Special Olympics is and what we do. Communications with the general public need to be simple and direct in order to establish recognition and the right associations with our brand.

- **Members & supporters**
  
  Communications with members and supporters focus on deepening the nature of the relationship through relevant information delivered over time. Although these communications may contain more information than for the general public, they will still need to be simple and focused.

- **Sponsors & partners**
  
  This audience includes other programs within the Special Olympics Movement, government bodies, policy-makers, operational and existing sponsorship partners. Communications reflect a more professional relationship with Special Olympics and contain a greater degree of detail and nuance.
The idea behind Special Olympics began in the early 1960s, when Eunice Kennedy Shriver saw how unjustly and unfairly people with intellectual disabilities were treated. She also saw that many children with special needs didn’t even have a place to play. She took action.

Soon, her vision began to take shape, as she held a summer day camp for young people with intellectual disabilities in her own backyard. The goal was to learn what these children could do in sports and other activities—and not dwell on what they could not do.

Since its founding in 1968, Special Olympics has grown from a competition involving 1,000 athletes to a worldwide movement with four million athletes. Even as we grow in numbers, our story still centers on brave individuals who achieve great things together.

The Special Olympics story is rooted by our mission.
Our mission explains us in three parts – what we do, who we do it for, and why we do it. Our mission will always be our foundation.

**What we do**
Provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

**Who* we do it for**
* families and the wider community also benefit from what we do.

**Why we do it**

But just as we have had one woman’s story, each of us has a story.

There are millions of stories that make up Special Olympics. So rather than it being about one woman’s story. **Our brand is about all of our stories.**

**Marketing and communications is a planning process designed to assure that all brand elements received by our constituents are relevant to them and consistent over time.**
Minimum Standards of PR & Communications
4 Key Minimum Standards

1) SOPA Crisis Plan communicated and reinforced by all volunteers
2) Program follows SOPA branding guidelines
3) Program uses media, brochures, fliers and/or newsletters to educate/inform the public.
4) Program helps maintain updated local program information through the SOPA website and/or its own website
Crisis Mgt. & Brand Management

#1 - SOPA Crisis Plan communicated and reinforced by all volunteers

Crisis Management in an easy wallet sized card.

More Crisis materials can be found in the Marketing & Communications Manual on pgs. 29 – 32

Crisis Cards, pictured above, can be requested through your Field Director.

#2 - Program follows/maintains branding guidelines

- Are you using the correct brand marks?

Resources can be found at www.tinyurl.com/SOPADropbox
Program Mkt. & Online Presence

#3 - Program uses media, brochures, fliers and/or newsletters to educate/inform the public.

#4 - Program helps maintain updated local program info. on the SOPA website and/or own website (optional).
Above Minimum Standards Areas

Social Media

• Social media includes social networking sites, video and photo sharing websites, blogs, discussion boards/forums, etc.

Existing Global Initiatives

• Held every July 20th, Special Olympics commemorates *Eunice Kennedy Shriver Day* (EKS Day), and has a global call to action for people to live in a more unified society.

• Usually held the 1st Wednesday every March, *Spread the Word to End the Word™* raises the consciousness of society about the dehumanizing and hurtful effects of the word “retard(ed)” and encourages people to pledge to stop using the R-word.
Global Initiatives
The Revolution Is Inclusion

- SOI’s “The Revolution Is Inclusion” 5-year Campaign to actively engage people into our movement and create social change launched on June 18th. They plan to cultivate 100 million actively engaged supporters and raise $100 million dollars by 2023.

- Similar to SOPA’s 3-year, $4 million Major Gifts Campaign pillars, SOI’s Campaign will focus on Sport & Health, Inclusive Leadership, and a Unified Generation. Learn more and take the pledge: www.jointherevolution.org/
Unified Champion Schools – Generation Unified

• In order to gain awareness of SO’s programming in schools, as well as drive youth to their new interactive site, videos, data, still photographs, social teasers, and more that tell stories of inclusion and inclusive youth leadership will be rolled out from August - October. Learn more: www.generationunified.org/
Marketing Resources
Online Access to Docs & Tools Via our Current Website


Click on the Volunteer Center button on our homepage to access our Vsys Tips page, Resources and more!
Online Access to Docs & Tools
Via our New Website - TBA
Marketing Resources

Access via Volunteer Center or direct at www.tinyurl.com/SOPADropbox

- Marketing & Communications Manual for Local Programs
- Marketing Toolkit (containing athlete and volunteer recruitment materials)
- Messaging (brochure copy, talking points, style guide)
- Brand Guidelines (PowerPoint slides explaining our changes)
- Professional Business Card InDesign Folder (for professional printing)
- Professional Business Card Microsoft Word (files for in-house printing)
- Professional Letterhead, envelopes (for professional printing)
- Social Media Policy, Guide and “How-To” documents
- SOPA Logo 1-Line, SOPA Logo 2-Line, SOPA Logo Centered
- Special Olympics Sports Icons (stick figure icons for each sport)
- Organization “Snapshot” Documents/Facts Sheets
- Press Release Templates
- Media Contact List... And More!
The Monthly Update is a tool to enhance communication between Special Olympics Pennsylvania’s state office and its volunteer program management team members. Around the beginning of each month, an email update will inform volunteers of the latest news available and accessed via our SOPA website. **Just visit our Volunteer Center/Resources and click on Monthly Update!**

Use the Monthly Update to stay “in-the-know” about any additional resources or general organizational information. As tools are added to the SOPA Dropbox, they will be announced in the Monthly Update.
Additional Tools/Resources?
Can We Provide Further Assistance?

- Discussion About Additional Tools/Resources Needed
  - ✓ What Has Proven Useful For Other Programs?
  - ✓ Potential Topics for PR Coordinator Calls
- Q & A
Thank You

Further Questions? Please feel free to contact us:

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